Permit #F00019885

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00019885 **Type of Permit:** FILMING **Release Date:** 09/08/2009

Production Company DNA INC

Insured Company Name DNA INC
Contact Phone No. 1 323-463-2826
Contact Phone No. 2 323-436-2826
Fax 323-463-2535
Address 6535 SANTA MONICA BLVD, #B
HOLLYWOOD, California 90038

Production Title SERENA RYDER

Type of Production Music Video

Producer CYNTHIA SHREVES

Director CHRIS SIMS

1st AD TBD TBD

Production Manager DEBORAH BURCH

FilmL.A. Coordinator Daniel Alvarez

Location Manager Deborah Burch
Primary Phone Mobile - 805.234.6396
Secondary Phone

Location Assistant N/A N/A
Primary Phone Office - 000-000-0000
Secondary Phone

Fees

Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA COUNTY FIRE REVIEW	$104.00

Total Permit Fee $884.00

Number of Locations 1

NOT A PERMIT

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Summary Information — Location

Permit Number F00019885
Production Company DNA INC
Insured Company DNA INC
Production Title SERENA RYDER

Location Manager Deborah Burch
Primary Phone Mobile - 805.234.6396
Secondary Phone

Location Address 3705 Alzada Rd, Altadena, CA, 91001

Location Names

Location Type Private Residence

Location Description

Film Dates 9/9/2009 - 9/9/2009 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
All vehicles must be parked on private property
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached document DNA AA.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	1
Cube Trucks	1
Generator	1
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	30

Filming Activities Equipment on property; Exterior establishing shots; Interior and exterior dialogue; Interior and exterior performance and playback;

Jurisdiction **Political:** Los Angeles County - Supervisor District 5 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

Location Notes

Coordinator Note
FIRE DEPT # 09-1719-12
NO FSA REQUIRED

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : To Be Determined
Street :

NOT A PERMIT

ATTN: TIM FX (213 977 8601)

APPOINTMENT OF FILM THIS PRODUCTION SERVICES, INC. AS AUTHORIZED AGENT AND REPRESENTATIVE

I certify that I am a representative of DNA INC ("Principal") and am
Name of "Principal" / Production Company

authorized to enter into binding contractual agreements on Principal's behalf. I further certify that I am authorized by principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance and compliance with location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on the behalf of Principal in my capacity as it's authorized representative, I appoint Film This Production Services, Inc. (a.k.a. Film This) and it's employees and agents ("Film This") as Principal's authorized representatives and agents to apply for and receive location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits on behalf of Principal through the *FILM L.A., INC.* for any city , county or other jurisdiction where *FILM L.A., INC.* operates: to negotiate, discuss, accept, modify, agree to bind the Principal to the terms and conditions of such permits (including any restrictions and/or community guidelines applicable to any such permit) and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or it's insurer) remains responsible for liable and all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) Film This. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints Film This as an authorized representative to facilitate compliance with such terms and conditions following issuance of such permits and to enter into agreements for Principal with respect thereto. Any person, City, agency, entity or organization (including *FILM L.A., INC.* and any city, county or other jurisdiction where *FILM L.A., INC.* operates) may rely on this appointment and not need obtain any further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient and may be treated as an original for all purposes. The appointment may be revoked by Principal at anytime in writing delivered to *FILM L.A., INC.*, but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint Film This as an agent for Principal and based on that authority I hereby appoint Film This as Principal's agent as set forth herein.

Dated _____

By _____ SIGN HERE
Representative's Signature

_____
Name of "Principal" (Production Company)

_____
Print Princpal Representative's Name

_____
Representative's Title (i.e. UPM, Loc Mgr)

DNA INC.
Principal's Address

6535 SANTA MONICA BLVD.
LA, CA 90038
City, State, Zip Code

310-666-8066
Principal's Telephone Number

INCOMPLETE PERMIT